

National Guard Volunteer Service Challenge

Driven by Mission, Inspired to Serve Video Project 2012

Timeline

Challenge Launch:	October 26, 2012
Video Submission:	October 26, 2012 – March 29, 2013
Finalists Judging:	April 1-12, 2013
Public Voting:	April 15-19, 2013
Winner Announced:	April 22-26, 2013

Video Submission Criteria

Integrating video, photography and other creative content: Follow these basic guidelines to get the most out of your multimedia efforts!

**** All raw (unedited) video footage will be required in addition to edited submission.** National Guard Volunteer Program will be producing a national video and would like to feature as much of your Volunteers as possible; raw footage is necessary to make this happen. Thank you! **

Rules for Photography/Video Content

1) Plan ahead. Whether you are planning a photo shoot or a video, take the time before you record anything to sort out the details in advance. Consider the logistics of everything from lighting, cameras, microphones, software, locations, “talent” (the people who will feature in your project), and editing. Then, draft a storyboard and/or script of how you envision your final product, accounting for any scripted or unscripted moments, extra footage and pictures, and most importantly, your overarching message.

- A wonderful resource for novice filmmakers is Videomaker (<http://www.videomaker.com/learn/>), which has resources to walk you through every phase of production.

2) Don't use anything you didn't create yourself without permission. The web is saturated with pictures, videos, and music – however, much of this content qualifies as “intellectual property”, meaning you don't automatically get the right to duplicate it in your video, podcast, or website without paying for it or asking for permission. If you know who created the content, contact the individual to ask for permission (in which case, you should get it in writing).

As always, if purchasing royalty-free content is too expensive, turn to your local community for a charitable donation – photographers and videographers around the country may generously donate their talent to a cause that benefits the military community!

Royalty-free music libraries

Please consult each site's Terms of Use for instructions on crediting artists, filmmakers and photographers. If you have found a piece of music from a professional artist that you want to use in your film or other production then go to <http://www.ascap.com/filmtv/faq.html> to find out how to contact the copyright owner (usually the publisher) and acquire the appropriate license.

- Royalty Free Music (<http://www.royaltyfreemusic.com/free-music-resources.html>)
- Incompetech (<http://incompetech.com/m/c/royalty-free/>)
- Open Music Archive (<http://www.openmusicarchive.org/>)

3) Seek written consent from individuals you would like to capture on film/photo. Even in the YouTube Age, people are camera shy. That's why it's in your best interest to get permission from your "talent" before you snap a photo or record them for your own projects. Refer to Appendix A for a sample Release Form, which you may edit for your purposes. You may wish to include additional fields such as:

- Volunteer logo and contact information
- A compensation clause indicating whether or not your subject will be paid for their contribution
- A clause relinquishing the subject's right to examine or approve the completed product

If you find yourself faced with potentially filming or photographing a large group – for instance, at a well attended event – you may wish to include a photo release as part of the RSVP, or enlist the help of a generous partner who doesn't mind handing out these forms (and collecting them) at the door!

4) Keep it positive. As the saying goes, you get more with sugar than with vinegar. As Volunteers, you are able to positively influence the lives of military community members in your neighborhood, and that's something to celebrate. Stick with this positivity in your multimedia by keeping it meaningful, inspiring, and when applicable, fun! When in doubt, be respectful of all your audiences and you'll rarely go wrong.

5) Apply correct formatting. Below are widely used multimedia formats, the software that plays them, and the platforms that host them. Sticking to these formats ensures your audience is less likely to be confronted by a broken link!

- VIDEO (YouTube, Facebook, Vimeo, etc.):
 - .FLV (Flash Movie)

- .MOV (Quicktime)
- .MP4 (Quicktime)
- .WMV (Windows Media Player)
- PHOTO: (Accessible to all web browsers)
 - .JPG
 - .PNG
 - .BMP

Now that you know the rules, below is a shortlist of project ideas to get your creative juices flowing.

Popular Video Projects:

- **The “About” Segment.** Think of this project as your general introduction - with more entertainment value. Apply a creative combination of interviews, photos, and sound bites that serve to introduce your audiences to your Community Force, its mission, and its call-to-action within the space of about 1-5 minutes.
- **The Interview Segment.** This can be one video or a series of videos formally highlighting your leadership, volunteers, partners, etc. This type of content will bring your audience into more personal contact with the Community Force and its important players.
- **The Event/Initiative Promo.** These short video commercials focus on the details surrounding an upcoming event or campaign, and should include a call to action to attend your event or participate in your initiative.
- **The video blog/podcasts.** Similar to the interview format, though not quite as formal, think of these as "easy chair" segments. In roughly under 3 minutes, create conversation about anything from a particular issue of concern to your local community, to a [positive] review of a local service provider.

It's time to share your handy work.

Congratulations – you are now a creative communicator! Upload and share your projects to your community by implementing the strategies outlined in the beginning of the section.

Appendix A: Sample Release Form

SAMPLE RELEASE FORM

In exchange for consideration received, I hereby give permission to [Insert name of State National Guard Volunteer Program] to use my name and photographic likeness in all forms and media for advertising, marketing, and any other lawful purposes.

Print Name: _____

Signature: _____

Date: _____

If subject is under 18:

I, _____, am the parent/legal guardian of the individual named above, I have read this release and approve of its terms.

Print Name: _____

Signature: _____

Date: _____